



Order / Rev:	165872
Alt Order #:	06311346
Product Desc:	SEIU
Estimate:	1765
Flight Dates:	09/12/12 - 09/19/12
Original Date / Rev:	09/11/12 / 09/11/12
Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Name:	Waterfront Strategies
Buying Contact:	Shira Levy
Billing Contact:	
	1010 Wisconsin Ave. NW
	Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Name:	Issue/S.E. I. U.
Demographic:	A35+
Product Codes:	PF School
Priority:	POL
Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/19/12	43	\$38,550.00	\$32,767.50

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	43	\$38,550.00	\$32,767.50	0.00
Totals	43	\$38,550.00	\$32,767.50	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	22%	\$38,550.00
Market	100%	\$175,227.27

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	29%	\$50,815.91
WITI	28%	\$49,063.64
WMLW-	1%	\$1,752.27
WPXE	0%	\$0.00
WTMJ	20%	\$35,045.45
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/12/12	09/14/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a --WTF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--WTF--		2		\$600.00		0.00				
E 2	WDJT	09/12/12	09/14/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p --WTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
DAVID LETTERMAN														

Order / Rev: 165872
 Alt Order #: 06311346
 Flight Dates: 09/12/12 - 09/19/12

Advertiser: Issue/S.E. I. U.
 Product Desc: SEIU
 Estimate: 1765

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/12/12	09/14/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p --WTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$300.00		0.00			
E 3	WDJT	09/12/12	09/14/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p --WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
YOUNG & RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$600.00		0.00			
E 4	WDJT	09/12/12	09/14/12	News at Noon News at Noon	CM	12p-1230p --WTF--	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
CBS 58 NEWS AT 12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				1	\$200.00		0.00			
E 5	WDJT	09/12/12	09/14/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p --WTF--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$200.00		0.00			
E 6	WDJT	09/12/12	09/14/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p --WTF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$500.00		0.00			
E 7	WDJT	09/12/12	09/14/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p --WTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$1,000.00		0.00			
E 8	WDJT	09/12/12	09/14/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a --WTF--	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
CBS 58 MORNING NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$100.00		0.00			
E 9	WDJT	09/12/12	09/14/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$1,000.00		0.00			
E 10	WDJT	09/12/12	09/14/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a --WTF--	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				1	\$100.00		0.00			
E 11	WDJT	09/12/12	09/14/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a --WTF--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
LETS MAKE A DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$350.00		0.00			
E 12	WDJT	09/14/12	09/14/12	Fr 7p - 8p Undercover Boss	CM	Fri 7p - 8p ----1--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
UNDERCOVER BOSS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----1--				1	\$2,000.00		0.00			
E 13	WDJT	09/17/12	09/17/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p 1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
HAWAII FIVE-O														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----				1	\$2,000.00		0.00			
E 14	WDJT	09/16/12	09/16/12		CM	6p - 7p -----1	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00

Order / Rev: 165872
 Alt Order #: 06311346
 Flight Dates: 09/12/12 - 09/19/12

Advertiser: Issue/S.E. I. U.
 Product Desc: SEIU
 Estimate: 1765

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Su 6p - 7p 60 Minutes														
60 MINUTES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----1		1		\$3,200.00		0.00				
E 15	WDJT	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a -----1	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
SUN MORNING/FACINATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----1		1		\$1,200.00		0.00				
E 16	WDJT	09/16/12	09/16/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
GOOD WIFE/TC: SEP30/12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----1		1		\$2,000.00		0.00				
E 17	WDJT	09/13/12	09/13/12	Th 8p - 9p Big Brother 14	CM	Th 8p - 9p ---1---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
BIG BROTHER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---1---		1		\$3,000.00		0.00				
E 18	WDJT	09/18/12	09/18/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-1-----		1		\$2,400.00		0.00				
E 19	WDJT	09/12/12	09/14/12	M-F Late News M-F Late News	CM	10p-1035p --WTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
TEN AT 10PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--		2		\$1,200.00		0.00				
E 20	WDJT	09/12/12	09/14/12	M-F 5pm News M-F 5pm News	CM	5p-530p --WTF--	:30	3	\$350.00	P-1	0.00	NM	3	\$1,050.00
58 NEWS AT 5PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--		3		\$350.00		0.00				
E 21	WDJT	09/12/12	09/12/12	Wed 7p - 8p Big Brother 14	CM	7p - 8p --1----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
BIG BROTHER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--1----		1		\$3,000.00		0.00				
E 22	WDJT	09/17/12	09/19/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a MTW----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTW----		1		\$600.00		0.00				
E 23	WDJT	09/17/12	09/19/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p MTW----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTW----		1		\$300.00		0.00				
E 24	WDJT	09/17/12	09/19/12	News at Noon News at Noon	CM	12p-1230p MTW----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
CBS 58 NEWS AT 12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTW----		1		\$200.00		0.00				
E 25	WDJT	09/17/12	09/19/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MTW----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTW----		1		\$500.00		0.00				
E 26	WDJT	09/17/12	09/19/12		CM	M-F 6p-630p MTW----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Jeopardy 6p-630p											
				6p-630p/Jeopardy											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MTW----		1		\$1,000.00		0.00					
E 27	WDJT	09/17/12	09/19/12	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	MTW----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				630p-7p/Wheel											
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MTW----		1		\$1,000.00		0.00					
E 28	WDJT	09/17/12	09/19/12	CBS Mning Nws M-F 7-9a	CM	7a-9a	MTW----	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
				CBS This Morning M-F 7a-9a											
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MTW----		1		\$100.00		0.00					
E 29	WDJT	09/17/12	09/18/12	M-F Late News	CM	10p-1035p	MT-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
				M-F Late News											
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----		2		\$1,200.00		0.00					
													Totals	43	\$38,550.00